

SPECIALIST GRADUATE PROFESSIONAL STUDY OF MARKETING AND COMMUNICATION

COURSE OBJECTIVES AND LEARNING OUTCOMES

Content Marketing and Online PR

Course objectives

The aim of the course is to familiarize students with the latest trends in digital marketing and digital public relations. With the use of new technologies in modern digital communication, there is an ever more present use of content marketing which aims to generate and distribute relevant and useful content to attract, intrigue, and recruit a clearly defined target group. The fast development of the marketing industry makes it essential for all digital channels to be part of integrated marketing communication.

Learning outcomes

Upon successful completion of the course, the students will be able to:

1. Analyze the basic terms of content marketing and online public relations
2. Discuss the role of content marketing and online PR in modern day integrated marketing communication
3. Interpret content marketing and online PR as integral parts of integrated marketing communication
4. Propose a communication plan for online PR
5. Create innovative and sharable online content aimed at a target public
6. Organize content marketing and online PR campaigns

Marketing Strategies

Course objectives

The course aims to enable students to comprehend the impact of internal and external environments on the decision-making process in marketing strategies. Furthermore, the course will equip students to make informed choices about marketing strategies, strategic analyses, and strategic planning.

Learning outcomes

Upon successful completion of the course, the students will be able to:

1. Discuss the influence of various factors on the formulation of a company's marketing strategy
2. Provide arguments for strategic objectives based on the SMART criteria
3. Establish the data required to make strategic decisions
4. Hold an opinion regarding existing techniques for strategic analysis
5. Present and defend one's own strategic analysis technique
6. Anticipate processes related to decision making in marketing strategy
7. Assess the latest scientific and professional findings

International Business

Course objectives

Through lectures, discussions, practical exercises, office hours, and exams, the following learning outcomes are developed and facilitated: comprehension and knowledge, knowledge and skill application, intellectual skills,

practical and communication skills, learning skills, the skills of acquiring knowledge and professional development. The course aims to research the issue of international trade policies and equip students with the findings on the possibilities of instruments of intervention and trade policy protection. Furthermore, the course deals with the liberalization of foreign trade and its economic aftermath. Upon completion of the course and passed examination, students will have acquired the fundamental knowledge on the strategies of entry into foreign markets. They will then use this knowledge in their work when making strategic decisions and carrying out concrete tasks with foreign partners.

Learning outcomes

Upon successful completion of the course, the students will be able to:

1. Organize various classic and modern forms of international entrepreneurial business (e.g., import and export) that take place between various countries.
2. Evaluate various classical and modern forms of international business (e.g., import and export) that take place between various countries.
3. Analyze the business concept of international trade and in accordance with the concept adjust the strategy of market entry
4. Analyze the roles and interests of various participants in the international market trade process, prepare calculations and import/export-related documentation
5. Determine and argue sales parities and critically evaluated the potential approaches to international cooperation.
6. Anticipate the cooperation dynamics between participants in the international trade market
7. Discuss business strategy by considering the obstacles on the path of accomplishing cooperation. Propose possible alternative solutions to given problems by applying acquired theoretical and practical knowledge of foreign trade.

The Economies of the EU

Course objectives

The aim of this course is to equip students to understand EU economies and all its institutions relevant to carry out economic monetary, trade, and other Union policies. The course also includes an outline of the international monetary system, budget constraints, and economic policy coordination, EU investments and business cycles, economic growth issues, and competitiveness, particularly in the context of the world crisis, globalization, and demographic changes. Furthermore, the objective is to familiarize students with analytical skills and systemic comprehension of empirical facts connect to the European political economy.

Learning outcomes

Upon successful completion of the course, the students will be able to:

1. Analyze the fundamental macroeconomic factors of the EU market
2. Discuss the specificities of how EU macroeconomic issues function.
3. Hold an opinion regard fundamental macroeconomic issues in the EU.
4. Evaluate various existing integration theories.
5. Rank the impact and significance of the fundamental characteristics of the EU and the principle of common policies in the economy.
6. Evaluate the harmonization of EU economies.
7. Propose alternative solutions and measures for economic growth by applying the acquired theoretical and factual knowledge.
8. Classify the role of Croatia in contemporary European economic relationships, interpret Croatian national interests, become familiar with the instruments of their realization

Public Appearance

Course objectives

Using both course theory and practical exercises, students should acquire the fundamental skills of public appearance, as well as obtain an insight into various forms thereof. Building self-confidence, overcoming stage fright, outlining the public appearance, mastering the grand style of speech and writing are some of the concrete objectives of the course. By acquiring various techniques, students become competent in communication and can hold any kind of public appearance, regardless of duration, type, and adaptation.

Learning outcomes

Upon successful completion of the course, the students will be able to:

1. Prepare for a public appearance
2. Rank various communication skills
3. Argue the features of a model speaker
4. Evaluate the methods and techniques of public appearances based on the media through which they address the public
5. Choose a speaking skill in personal, social, political, and any other public environment
6. Evaluate types of public appearances

Small and Medium Enterprise Marketing

Course objectives

The aim of this course is to provide students with theoretical and practical knowledge in the marketing of small and medium enterprises, that is, to familiarize students with specificities of marketing processes required to successfully manage marketing activities in such companies.

Learning outcomes

Upon successful completion of the course, the students will be able to:

1. Analyze the factors and structure of marketing activities
2. Organize marketing processes in a small or medium enterprise
3. Develop products and services of the marketing mix
4. Make decisions on marketing mix
5. Assess advertising in small and medium enterprises
6. Differentiate the pricing policy
7. Carry out distribution
8. Develop marketing approaches for small and medium enterprises

Work-placement 1

Course objectives

Work placement 1 enables students to supplement their theoretical knowledge acquired during the teaching process to become ready for the labor market. During the placement, students are familiarized with concrete tasks in the real sector and certain segments. They also carry out a practical project by cooperating with various types of experts: marketing agencies, digital agencies, PR agencies, content marketing agencies, etc. This way, students are encouraged to develop critical thinking and successfully implement integrated marketing communication in practice.

Learning outcomes

Upon successful completion of the course, students will be able to:

1. Examine the processes of an integrated marketing campaign
2. Organize multidisciplinary teams
3. Determine the efficiency of multidisciplinary teams
4. Argue contents required to communicate with the public
5. Critically evaluate various communication tools
6. Propose media campaigns
7. Assess the results of media campaigns

Research Methods in Marketing and Communication

Course objectives

This course equips students with a technical and methodological framework for understanding the importance of marketing and communication research. The aim of the course is to provide students with methods of gathering and sources of information, product, market, and other elements pertaining to shaping a marketing or communication mix. IN other words, the course aims to make students capable to independently devise, carry out, analyze, and interpret research.

Learning outcomes

Upon successful completion of the course, students will be able to:

1. Reexamine the importance of research as the foundation for making decisions in marketing and communication processes
2. Critically compare and evaluate various research methods and techniques and select the ones appropriate to goals and demands
3. Discuss research in marketing and communication
4. Create an architecture of a support system in marketing decision-making
5. Evaluate contemporary theories and methodologies
6. Anticipate the application of the latest findings

Sales Management

Course objectives

1. To develop, understand, and master the sales process in the real world
2. To independently understand fundamental sales terms and strategies, as well as all elements of sales skills
3. To develop skills used in teamwork and become familiar with the issue of “live” examples from the business practice of a sales team
4. To facilitate integration between sales and other business functions and to manage sales so as to ensure a market share.

The course is intended for students of specialist graduate professional study that aims to equip them to carry out managerial activities in sales – planning, implementation, and the control of sales activities.

Learning outcomes

Upon successful completion of the course, the students will be able to:

1. Demonstrate the ability to make decisions on the allocation of resources quickly, regardless of knowledge and available information
2. Critically evaluate sales elements
3. Anticipate the trends based on individual occurrences, evaluate the quality and contribution of any employee with a minimum effort in terms of time and energy
4. Describe, analyze, and evaluate various activities of project management
5. Create simple surface analyses of sales results based on the assumptions of market share necessity
6. Independently devise a sales plan and in accordance with the plan, manage sales activities.

Socially Responsible Business

Course objectives

The aim of this course is to equip students to understand social responsibility, historic and legislative factors and assumptions that have led to the development of social responsibility strategies, shares, and the creation of common values – which have created the need for the business sector and management model to adjust to the new conditions. The course considers the models of environmentally sustainable business strategies and innovative approaches that aim to solve environmental issues

by ensuring positive social and economic growth. Furthermore, the course provides students with the skills to understand the relationship between business decision-making and the social and economic consequences thereof. The course also provides an insight into the importance of a multidisciplinary approach to decision-making in business practices.

Learning outcomes

Upon successful completion of the course, the students will be able to:

1. Analyze the dynamics, complexity, and interaction of natural, social, and economic processes and systems from the standpoint of sustainable development
2. Discuss the issues of socially responsible business, taking into consideration various disciplinary perspectives
3. Critically evaluate the concept of socially responsible business with the focus on social, political, and economic consequences, challenges, and the possibility of change
4. Organize social responsibility through various perspectives and in an interdisciplinary manner consistent with sustainable development
5. Determine the skills of comprehending an interdisciplinary approach to sustainable development

Media Relations Management

Course objectives

The fundamental objective of the course is to have students master medial relations with an emphasis on the techniques and instruments of relations. Students will develop self-awareness, critical self-assessment, and abilities to carry out a critical analysis of interpersonal relationships. They will also develop the competencies of identifying participants in the media system, their importance, and roles. Students will be able to valorize the importance of media in the communication and marketing process and adequately approach decision-makers.

Learning outcomes

Upon successful completion of the course, the students will be able to:

1. Reexamine various states and stages in the media relation process
2. Differentiate between the relations of various media people
3. Critically assess the relationships between various media people
4. Organize communication and marketing processes with the media
5. Evaluate the success of media relations

Design and Innovation Management

Course objectives

Students acquire the knowledge they will use to determine the ways in which design and innovation can contribute to the strategic values of a business organization. This is achieved by implementing innovation in business and designing and innovating a product that makes it more efficient and easier to use, visualizing product differentiation through empowering the brand, and creating a positive consumer/client experience. Design strategies for a business organization, product, and service are set up. Methods of managing the design process and projects are also developed.

Learning outcomes

Upon successful completion of the course, the students will be able to:

1. Analyze the theoretical knowledge of the features and trends of design and innovation
2. Discuss the concept of innovative thinking
3. Plan designer strategies
4. Argue for the application of design and innovation
5. Organize creative teams

Business safety

Course objectives

This course is intended for students that wish to become aware of safety issues in business and their potential impact on the existence of an enterprise.

Learning outcomes

Upon successful completion of the course, the students will be able to:

1. Comprehend the role of safety management in business
2. Analyze risks and other hazards
3. Organize the continuation of business in accordance with the risks
4. Assess crisis communication strategies in the communication with the public
5. Reexamine business and marketing process to minimize business risk
6. Evaluate professional development in business by applying the latest theoretical and practical achievements

Integrated Marketing Communication

Course objectives

The course aims to provide students with an overview of integrated marketing communication concepts and enable them to critically examine and conceptually and practically carry out integrated marketing communication.

Learning outcomes

Upon successful completion of the course, the students will be able to:

1. Analyze the process of integrated marketing communication
2. Critically evaluate various communication tools
3. Evaluate the impact of various participants in the integrated marketing communication process
4. Organize multidisciplinary teams in the communication process
5. Devise an integrated marketing campaign
6. Argue the latest findings in integrated marketing communication

The Psychological Aspects of Mass Communication

Course objectives

The course aims to familiarize students with basic terms of media psychology, encourage them to reflect critically on media content they regularly consume, as well as to research the effects of such media. Furthermore, the course will assess the issues such as the impact of media on an individual's social behavior, the influence of violence in the media, the representation of various social groups. The course also examines the behavior and reaction of the public to media content. Students will be introduced to the challenges brought on by the new media and the digital age. In addition, the course aims to strengthen the knowledge, skills, and competences in the area of media literacy which will ensure students understand how media affects individuals, taking into consideration the psychosociological context.

Learning outcomes

Upon successful completion of the course, the students will be able to:

1. Analyze the fundamental terms of media psychology
2. Compare the efficacy of the methods for researching the impact of mass communication
3. Evaluate the impacts of how media violence is shown
4. Assess various social groups in media
5. Discuss the participants of the mass media audience
6. Rank media genres
7. Determine the priorities of the digital age

Brand Management – Branding

Course objectives

The aim of this course is to understand the benefits that a market brand brings to enterprises and consumers, establish brand management strategies in various stages of development, and in specific circumstances. The course examines the questions of how to successfully construct and maintain brand identity and image, what are the values of a brand and the risks of managing it, and how some products and services can be branded.

Learning outcomes

Upon successful completion of the course, the students will be able to:

1. Analyze theoretical knowledge about the features of brands
2. Evaluate the application of branding concepts
3. Organize the brand building strategy concepts
4. Evaluate brands
5. Plan branding

Research and scientific methods

Course objectives

The course aims to familiarize students with the fundamental elements of the research process and equip them to use various research methodologies (quantitative and qualitative). Furthermore, students will analyze likely ethical dilemmas occurring when carrying out research, as well as acquire the skills and competences needed to independently draw up a research plan as the strategic document of the research process. By analyzing various research methods, students will acquire the knowledge needed to use such methods, particularly the ones needed to write a master's thesis. Finally, students will learn how to compose a research report that depends on the applied research methodology, in accordance with the principles of writing scientific and professional papers.

Learning outcomes

Upon successful completion of the course, the students will be able to:

1. Analyze various research methods
2. Discuss ethical problems occurring during a research
3. Support the fundamental guideless of the research process
4. Draw up a research plan (concept and in writing)
5. Evaluate the adequacy of a sample in various research methodologies (qualitative and quantitative)
6. Select various qualitative and quantitative research methods
7. Determine the differences in composing research reports depending on the methodologies used

Metrics and Optimization in Digital Marketing

Course objectives

The course has been conceived to familiarize students with the basic and advanced functionalities and concepts of website analytics and online shopping. Throughout the course, students will be introduced to the terms used in internet analytics, the historical development of analytic tools, and the methods of analyzing and evaluating website visitors. The course includes practical exercises which include case studies and prominent visiting lecturers. Special emphasis is placed on understanding visitors and the technologies used in the world of website analytics.

Learning outcomes

Upon successful completion of the course, the students will be able to:

1. Analyze the basic and advanced internet analytics metrics
2. Identify website visitors and their sociodemographic characteristics
3. Examine website visitor behavior according to the device used (computer/smartphone)
4. Examine which content/topics visitors prefer
5. Organize adjusted segments, adjusted lists for remarketing, and adjusted reports
6. Evaluate using Google Analytics

Public Relations Management Strategies

Course objectives

The course aims to equip students – by providing a theoretical framework and analyzing practical examples – to independently conceive and carry out communication strategies. Public relations are approached in a multidisciplinary manner, considering the communication with all targeted public groups and with the aim of building and preserving the reputation of a person, product, company, etc. Students are taught about the importance of a comprehensive and integrated approach to communication that presupposes the mutual correspondence between the public and marketing. Students will also be familiarized with various communication tools and the possibilities of their use.

Learning outcomes

Upon successful completion of the course, the students will be able to:

1. Analyze theoretical and practical knowledge of public relations
2. Discuss the skills required to manage communication processes
3. Independently devise communication strategies
4. Evaluate the tactics for any given situation
5. Propose crisis communication plans
6. Organize crisis communication strategic management

The Challenges of AI

Course objectives

The aim of this course is to familiarize students with the fundamental concepts of the part of computer science and robotics that analyze, research, and develop techniques and procedures related to the possibility of implementing and using artificial intelligence. Students are introduced to an area that will – based on the latest scientific, professional, theoretical, and practical findings – become one of the most important aspects of human creativity and development. Students will learn how to define the main and specific terms used in current and future communication in human society. Furthermore, students will explore the possibilities of merging digital and AI systems with human needs and features of conscious thought and decision-making. AI development and achievements will be analyzed, as well as the development of future marketing campaigns, the digital and internet AI market, and the ethical and practical aspects of AI communication.

Learning outcomes

Upon successful completion of the course, the students will be able to:

1. Analyze the basic AI terminology, robotics, new aspects of digital and internet reality
2. Differentiate between AI aspects and phenomena, analyze and evaluate causes and effects in current and future changes in media communication
3. Critically examine the role and significance of AI in society
4. Evaluate analytical and creative capabilities for possible use of new AI trends, ideas, and findings in digital and marketing campaigns
5. Examine the plentitude of uses of artificial intelligence

Political Marketing and Communication

Course objectives

Political marketing is an applied and interdisciplinary area in which several factors complement each other: the political analysis of entities on the political scene, their platforms, nominal frameworks of electoral activities and the effect of electoral behavior; communication analysis of the interaction between political platform providers and the public; psychological analysis that provides the foundation for interpreting the causality of human behavior, reception of messages and making electoral decisions. The course aims to familiarize students with the specificities of political communication and political marketing. Throughout the course, students will be introduced to the impact political actors have in politics and connect the impact with the marketing and communication process.

Learning outcomes

Upon successful completion of the course, the students will be able to:

1. Assess a political idea or platform as a marketing product, acquire and advance the theoretical knowledge on the fundamental terms and theoretical approaches to political marketing as a scientific discipline, and acquire information relevant to the modernity of the phenomenon of purposeful political marketing
2. Reexamine the communication message intended for voters as the market
3. evaluate political processes from the professional standpoint
4. Argument trends in political engagement of parties and presidential candidates
5. Critically assess communication and marketing messages in political processes.

User and Customer Experience (UX/CX)

Course objectives

The aim of this course is to understand the model of user experience concerning a product that consumers or users purchase, use, or interact with. Students will learn how the user experience model helps to direct attention so that a product, marketing, or communication successfully generates a targeted experience and incentivizes positive experiences of users/customers and creates a maximized product appeal. The course will also equip students with skills to analyze the experience when interacting with a product so as to create a product design that ensures customer satisfaction.

Learning outcomes

Upon successful completion of the course, the students will be able to:

1. Create efficient user/customer experience models
2. Analyze the processes of user experience in marketing and media communication
3. Plan business objectives based on user experience models
4. Determine the issues, emotions, and opinions of users/customers when interacting with a product
5. Organize a conceptual plan of the user experience model.

Price Management

Course objectives

The course aims to familiarize students with price management as the microeconomic discipline which is – through its interdisciplinarity and multifunctionality – a powerful tool for advancing profitability, the stability of business entities, and accomplishing business targets such as market share growth, brand and value strengthening, as well as ensuring long term business profitability.

Learning outcomes

Upon successful completion of the course, the students will be able to:

1. Compare price strategies and product pricing
2. Analyze promotional discounts in an efficient and profitable manner
3. Calculate the profitability of marketing campaigns
4. Determine price segmentation
5. Evaluate competitive product pricing

Sport Marketing

Course objectives

The aim of this course is to equip students to research, create, and evaluate a marketing plan with the aim of selling a sports product or service to potential buyers.

Capabilities:

- Application of fundamental knowledge on analysis, planning, organization, and controlling or marketing activities in sports
- Solving concrete problems in practice

Learning outcomes

Upon successful completion of the course, the students will be able to:

1. Examine the fundamental principles of sports marketing
2. Formulate special marketing approaches in sports activities
3. Discuss the benefits of systemic marketing
4. Compare market opportunities by using analysis and research
5. Research main marketing strategies, e.g., market segmentation
6. Argue the importance of partnerships
7. Discuss the importance of relationship marketing in sports
8. Create a marketing plan in sports

Digital Media

Course objectives

The course is intended for students that wish to understand how the 21st-century media. The course analyzes the impact of technology on media as systems and communication channels, provides an insight into the findings required to successfully conduct business with modern media, having in mind communication strategy integration.

Learning outcomes

Upon successful completion of the course, the students will be able to:

1. Estimate and compare the basic difference between traditional and digital media
2. Identify trends in digital media communication
3. Integrated digital media into integrated marketing communication
4. Devise an advertising campaign on social media
5. Manage advertising campaigns on digital media

Client Relations and Quality Management

Course objectives

This course will equip students with the theoretical and practical knowledge required to do the work directly connected to client relations management. Apart from that, the course will familiarize students with the term and importance of product/service quality, the fundamental theoretical cognitions of quality gurus, quality advancement models, the role of quality management, quality management methods and tools, quality control, audit, managerial systems for quality management in accordance with ISO standards (particularly ISO 9001, ISO 14001, 22000). The course will ensure students acquire enough knowledge and skills to carry out practical tasks in enterprises. Students will develop an awareness of the meaning of quality systems, especially managerial management systems according to ISO standards by highlighting examples of positive implementation of said systems in practice.

Learning outcomes

Upon successful completion of the course, the students will be able to:

1. Organize a client relation strategy
2. Determine the relationship between clients, quality, and the effects of successful business
3. Critically evaluate various information systems of support to clients and quality management
4. Hold an opinion on quality management models
5. Discuss client relations management and quality management

Business Logistics

Course objectives

Acquire concrete basic knowledge of logistics in theory and practice.

Understand business logistics, focusing on application.

Acquiring the knowledge and skills required to establish a modern business organization with special emphasis on the role of logistical support.

Equip students to solve key issues of managing various organizational and logistic processes.

Learning outcomes

Upon successful completion of the course, the students will be able to:

1. Analyze the term logistics, business logistics, the meaning of business logistics, the need to implement business logistics
2. Compare logistical systems
3. Critically assess developmental tendencies in logistics
4. Determine logistical subsystems, logistical task areas, logistics within business functions
5. Discuss the internal and external factors of contemporary business organization
6. Rank the fundamental features of work processes as complex, dynamic, and manageable systems
7. Assess the management of logistical processes.

Tourism Marketing

Course objectives

This course aims to equip students to research, create, and evaluate a marketing plan with the aim of selling tourist products and services to potential buyers.

Capabilities:

- The application of basic knowledge on analysis, planning, organizing, and controlling the marketing activities of a company
- Solve concrete issues in practice

Learning outcomes

Upon successful completion of the course, the students will be able to:

1. Overview the application of marketing theory in the tourism and hospitality industry
2. Explain the role of marketing in various tourism and hospitality organizations
3. Use appropriate tools and techniques to devise a marketing plan for a tourism or hospitality organization
4. Estimate the role of new technologies in tourism and hospitality and understand their use in communication and distribution channels
5. Acknowledge the changeable nature of global tourism and hospitality demand and the importance of market research and regular development of new products
6. Obtain, select, and analyze relevant marketing data

Business Communication and Protocol

Course objectives

The aim of the course is to place special emphasis on the development of practical capabilities and their use in the business world and business communication. The course aims to familiarize students with the standards and principles of contemporary business communication, etiquette, and business protocols that acknowledge cultural differences and specificities. Thematic units covered during the course – in theory and practice – will ensure professional development for functioning in various business environments.

Learning outcomes

Upon successful completion of the course, the students will be able to:

1. Analyze the fundamental principles of successful communication in business and multicultural environment
2. Identify the differences in a multicultural business environment
3. Organize themselves in a multicultural business environment
4. Reexamine all forms of business dialogues
5. Plan the skills of business and communication etiquette

The Marketing of FMCG Companies

Course objectives

The aim of the course is to introduce students to a comprehensive approach to marketing used in FMCG companies. By using numerous examples from practice and meeting people from industries and production, students will be familiarized with the construction of a brand. Creating a product, recognizing consumer demands, brand strategies, price positioning, profitability, and integrated marketing communication are some of the numerous activities used to create successful brands that we encounter and use every day.

Learning outcomes

Upon successful completion of the course, the students will be able to:

1. Discuss the marketing plans of FMCG companies
2. Hold an opinion on a competitive environment
3. Create a 360-communication plan with the aim of launching and building a brand
4. Argue various activities (ATL, BTL, and PR strategies)
5. Organize a teamwork to carry out a project

Digital Literacy

Course objectives

The course provides the fundamental digital competences required to adequately use digital technologies when carrying out business tasks. In the world in which digital literacy plays an ever-greater role of a mediator, skills, and knowledge that support digital literacy have never been more relevant. To be digitally literate is, therefore, an imperative for all those who wish to take part in the contemporary way of life. The digital literacy of the 21st century is believed to be essential for academic learning, employment, and lifelong learning.

Course objectives include:

- Becoming skilled in word, table and image processing software, the use of e-mail and internet browsers, applications used to make presentations, online communication channels, and acquiring all other practical skills needed to deal with existing digital contents.
- Considering security when accessing online contents and developing critical thinking that helps to differentiate between the relevant and the unimportant, developing the ability to find information, evaluate it, and use it efficiently.
- Independently create digital content and a multimedia project such as a website, presentation, or short clips

Learning outcomes

Upon successful completion of the course, the students will be able to:

1. Evaluate data and information, critically select the appropriate sources, edit, create, and publish/share own digital content
2. Recommend internet services and learning opportunities, business opportunities, and future growth
3. Select programs based on the license and installation requirements
4. Compare data-collection strategies based on relevance and source reliability. Use the selected program to efficiently analyze and show data and results
5. Assess, compare, and evaluate a multimedia project

Work Placement 2

Course objectives

The course aims to enable students to supplement the theoretical knowledge they have acquired during the teaching, so as to become equipped for the labor market. Students are familiarized with concrete tasks in the real sector and various practical segments. During the placement, students cooperate with various experts – marketing agencies, digital agencies, PR agencies, content marketing agencies, etc. This way, students are equipped to critically approach their work and provisionally and successfully carry out integrated marketing communication in practice.

Learning outcomes

Upon successful completion of the course, the students will be able to:

1. Organize the process of an integrated marketing campaign
2. Create multidisciplinary teams
3. Evaluate teams
4. Determine the contents required to communicate with the public
5. Critically assess various communication tools
6. Select appropriate media forms